Customers

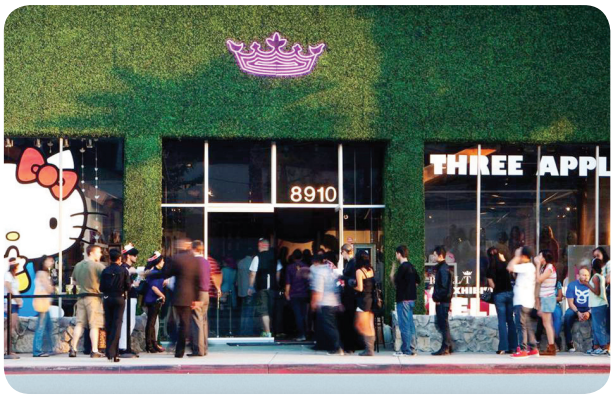
Sanrio

"The Three Apples exhibition would have been economically and technologically challenging with our legacy POS system. Implementing Retail Anywhere solutions and services gave us the flexibility and reliability we needed to efficiently sell, manage inventory, and satisfy thousands of Hello Kitty fans during our North American Event."

David Marchi, Brand Marketing Manager for Sanrio

Company Overview

Sanrio develops, distributes and licenses gift, stationery and fashion accessory items for women of all ages. Sanrio was founded in 1960 based on the concept that a small gift can bring a big smile to a child of any age. Today, over 50,000 Sanrio-branded items are sold in over 70 countries around the world. In the Western Hemisphere Sanrio products are sold in 12,000+ locations including department, specialty, national chain stores and over 85 SANRIO boutiques. For more information, please visit www.sanrio.com.



Needing an easy-to-use, on-demand solution, Sanrio relied on a SaaS offering from Retail Anywhere.

- Retail Anywhere Software: Retail Anywhere POS, Retail Anywhere Enterprise, Mercury Payments Interface, Lawson Supply Chain Interface
- Hardware: Dell Laptop, IBM SureMark Printer, Ingenico i6580, Metrologic Voyager Scanner
- Retail Anywhere Services Provided: System Staging, System Hosting, Remote Monitoring, Help Desk Support, Training

Success Stories

Sanrio

In honor of Hello Kitty's 35th birthday, Sanrio introduced Three Apples, a grand exhibition and celebration of all things Hello Kitty which ran for three weeks at the famous Royal/T in Culver City, CA. The first ever event for Hello Kitty fans in North America, Three Apples featured an art exhibition, unique product and design displays, retail shopping, and special events for fans of all ages.

Knowing that Sanrio's legacy POS system would be a challenge both technologically and economically, David Marchi, Brand Marketing Manager for Sanrio, sought a new POS and retail management solution for Hello Kitty's Three Apples exhibition. David required a solution that would be easy-to-use and implement, provide best-of-breed functionality, as well as interface and receive updates from their existing Supply Chain Management solution from Lawson.

After careful consideration, Sanrio selected Retail Anywhere to help support retail operations for Three Apples. Utilizing Retail Anywhere Point of Sale and Retail Anywhere Enterprise, Sanrio had the flexibility and reliability they needed to efficiently sell, manage inventory and satisfy thousands of Hello Kitty fans expected to visit the exhibition during the North American Event.

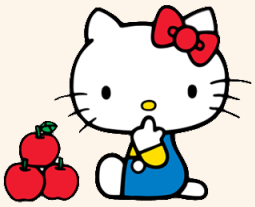
As with any retail organization, speed at the POS was crucial in order to accommodate hundreds of visitors to the store each day.

Retail Anywhere's intuitive and flexible user interface made processing sales extremely quick and efficient while integrated credit card processing and signature capture technology contributed to a speedy transaction at the POS.

Sanrio also relied on Retail Anywhere to provide integration between their existing solution from Lawson and Retail Anywhere Enterprise. The integration provided advanced shipment notifications, ensuring store personnel knew exactly what merchandise would be received and when. Retail Anywhere Enterprise also provided the robust reporting tools Sanrio required to properly analyze and manage inventory, assuring a high sell-through rate during the event.

Meeting their needs for quick and easy deployment, Retail Anywhere provided Sanrio with a SaaS delivery model. The SaaS solution significantly reduced the costs and resources that would have been required for an on-site solution and provided Sanrio with best-of-breed tools and functionality for retail success.

THREE APPLES



AN EXHIBITION CELEBRATING 35 YEARS OF
HELLO KITTY®